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New Jersey is often hailed as the bellwether regulator of online gambling thanks to its role in overturning the Professional and Amateur Sports Protection Act (PASPA) and becoming one of the first states to legalize and regulate online casinos. The decision to open Pandora's box in 2013 may have been a landmark one, but the results are far from a success story.

Research from Rutgers University's Director for the Center of Gambling Studies Dr. Lia Nower revealed the drastic impact problem gambling and the expansion of online casinos and sportsbooks had on the Garden State. The findings resulted in some startling headlines:

“Study says NJ is one of the most gambling addicted states”

“Gambling rampant in New Jersey”

“New Jersey problem gambling rate three times national average”

Rutgers determined the problem gambling prevalence rate currently stands at 5.7%, nearly three times as much as the purported 2% national average.^[1]

This statistic has a compounding effect. For every person grappling with problem gambling, six others are negatively impacted. In New Jersey, 570,000 residents are coping with problem gambling, but another 3.4 million are affected by the issue, especially spouses and children.

Even without relatives impacted by problem gambling, children are feeling the influence of gambling as well, specifically its presence in ads and on social media. Beginning to gamble at a young age increases the likelihood someone will end up experiencing problem gambling later in life.^[2] More and more kids are starting to gamble before the age of 21. The ubiquity of gambling advertising also means even those who aren't gambling are inundated with advertisements and messages normalizing gambling without properly highlighting the harms.

New Jersey may have opened Pandora's box 13 years ago, but the state still has the opportunity to be a leader in minimizing the harms that decision created for state residents.

A clear step in the right direction would be prohibiting online sports betting platforms from accepting microbets. These small transactions can take place hundreds of times in a single sporting event, creating a slot-like experience that studies increasingly show is a more dangerous product for bettors. With young people in particular developing an interest in microbetting, the time to act and ban this category of wagers is now, before the sports betting industry develops and innovates more addictive products. New Jersey currently has legislation which would take action on this issue: S2160 and its Assembly counterpart, AB3258, would prohibit platforms from offering microbets statewide.

This report looks at the scope of problem gambling in New Jersey, and highlights how the prevalence of online gambling is negatively impacting youth. Finally, it will discuss why microbetting is a top target to take action against to curb the harm online sports betting creates, particularly among young people and why the perceived financial hit to the New Jersey budget is a fallacy.

^[1] Lia Nower, Rachel A. Volberg, and Kyle R. Caler, [The Prevalence of Online and Land-Based Gambling in New Jersey](#) (Rutgers University Center for Gambling Studies, report to the N.J. Division of Gaming Enforcement, 2017).

^[2] Pérez, Levi. ["Too Young to Gamble: Long-Term Risks from Underage Gambling."](#) *Journal of Gambling Studies* 40, no. 4 (2024): 1575–1584.

What is microbetting?

A prop bet is a bet within an athletic event that is not directly related to the final outcome, such as how many points an individual player scores or whether the first touchdown will be a run or a pass. On its own, prop bets are not fundamentally dangerous, but the way sportsbooks deploy props into new, often higher-margin products are already creating substantial harm.

One of those products is microbetting. Microbetting is betting on props that are taking place in the immediate future, such as whether the next pitch will be a ball or a strike or if the next football play will go for more than four yards. **The period between the wager being placed and resolved can take just a few seconds.**

Not all in-game betting is microbetting. Bettors can also wager on the final score or the total yards of a wide receiver during the game. These bets are still based around the result of an entire game and usually bettors will have to wait a fair amount of time before they will know if they have won or lost. This is not microbetting and there is significantly less evidence of harm around them. Therefore, a ban on all in-game wagering is not merited.

Given the increasing adoption of microbetting by young bettors, Americans are increasingly and rightfully concerned about the impact the rapid proliferation of online gambling is having on young people. Combine that with the growing body of evidence that these products are inflicting harm on children, it is increasingly imperative to take steps to limit or remove this category.

What is the problem with microbetting?

The Lancet Public Health Commission on sports betting flagged microbetting as a one of the most high-risk forms of sports betting because of its “instantaneous” nature.^[3] Unlike bets around the outcome of a game, where the end result can be hours away, microbetting resolves immediately, significantly shortening the feedback loop created by wagering, anticipating the outcome of a wager, and learning the outcome of a wager.

With hundreds of opportunities in each game to place prop bets on the next pitch, the next play, the next point, bettors do not need to wait until the end of the game to experience that dopamine hit.

Accordingly, research has found that sports bettors that participate in microbetting are comprised of more high-risk gamblers and experience more negative consequences as a result of their wagering:

One study looked at the differences between in-game bettors and bettors who only bet full games and assessed differences across six major categories, including finances, relationships, career, and overall mental health. The results indicated that those who did not in-game wager experienced less gambling-related harm across every category.^[4]

When it came to mental health, the in-game bettors also displayed greater mental health vulnerabilities, including emotional dysregulation, impulse control, anxiety, depression, and substance abuse.

^[3] Heather Wardle et al., “[The Lancet Public Health Commission on Gambling](#),” *The Lancet Public Health* 9, no. 11 (2024): e950–e994

^[4] Jenna L. Vieira et al., “[Who Makes In-Play Bets? Investigating the Demographics, Psychological Characteristics, and Gambling-Related Harms of In-Play Sports Bettors](#),” *Journal of Behavioral Addictions* 12, no. 2 (2023): 550.

Additional research around microbettors found similar levels of disparity, with the group exhibiting two and a half to three times the risk indicators of problem gambling than bettors who did not microbet.^{[5][6]}

This research goes beyond simply comparing those who microbet to those who don't. One study found that **78% of microbettors met the criteria for problem gambling**, while only 5% did not.^[7]

When discussing the rise of young adults taking part in sports betting, the head of Columbia University's gambling disorders clinic, Dr. Nasir Naqvi called it, "a looming public health crisis."^[8] He also pointed to microbetting as one of the main reasons behind his conclusion.

"It used to be that you would bet on a game and then you only won or lost at the end of the game," he explained. "But now there's a continuous engagement with the betting platforms during the game, and so it just creates a higher intensity type of behavior that is that much more addictive."

Over 3 million NJ residents impacted by problem gambling

In June 2026, Epic Research published a report based on hundreds of millions of medical records and found that the diagnosis of gambling disorder has increased 60% in states that have legalized sports betting.^[9] For men aged 18-29, the number more than doubled. It is also an addiction with the highest rates of suicide.

The headlines around problem gambling cases often focus on the money lost or the crimes connected to the case. It is true that roughly half of people experiencing problem gambling will resort to committing a crime, but that is the end result of a medical disorder with harrowing psychological consequences.^[10]

Suicide

A Frontiers in Psychiatry review of research around problem gambling and suicide compiled numbers around one of the darkest sides of problem gambling. The largest study of its kind determined the suicide rate for those with gambling issues is 15 times greater than the average person.^[11]

As many as 30% of those seeking in-patient treatment for their problem gambling have attempted suicide, but the ideation rate is much higher, with as much as 80% of the patients at least thinking about ending their life. The National Council on Problem Gambling has reported that **one in five Americans with a gambling disorder have attempted suicide**.^[12] Part of the reason these are so high is because of the co-morbidities those affected are dealing with, but financial loss and shame about their situation are contributors as well.

The World Health Organization estimates that 1 million people die by suicide each year. Roughly 5%, or roughly 50,000, of those suicides annually are attributed to gambling-related harm.^[13]

^[5] Russell, A.M.T., Hing, N., Browne, M. et al. "Who Bets on Micro Events (Microbets) in Sports?," J Gambl Stud 35, 205–223 (2019).

^[6] Gainsbury, Sally Melissa et al. "The Relationship Between In-Play Betting and Gambling Problems in an Australian Context of Prohibited Online In-Play Betting." Frontiers in psychiatry vol. 11 574884. (2020).

^[7] Ibid

^[8] Lucien Bruggeman and Tonya Simpson, "Public Health Crisis: Experts Weigh the Stakes of Youth Gambling in America," ABC News, (2026).

^[9] Bartelt K, Cox C, Deckert J, Fox B, Sahakian S. "Gambling Disorder Diagnoses Have Risen More Than 60% in States That Legalized Sports Betting," Epic Research (2026).

^[10] David T. Kryszajts and Flora I. Matheson, "Problem Gambling and Crime and Its Costs" Gambling Research Exchange Ontario, (2017).

^[11] Anna Karlsson et al., "Psychiatric Comorbidity and Economic Hardship as Risk Factors for Intentional Self-Harm in Gambling Disorder—A Nationwide Register Study," Frontiers in Psychiatry 12 (2021).

^[12] World Health Organization, "Gambling," fact sheet, (2024).

^[13] Ibid

Mental health co-morbidities

The overwhelming majority of problem gamblers, more than 90%, are dealing with another mental health issue besides their gambling problem.^[14] Depression is the most common of the co-morbidities (76%), but the rate of substance abuse is very high as well. The Lancet Public Health Commission on gambling determined that 57.5% of those dealing with problem gambling also have a substance abuse issue, 28.1% of which are specifically dealing with an alcohol problem.^[15]

As noted previously, these issues impact more than just the person coping with problem gambling, so these issues are currently impacting roughly a third of the state. Beyond the mental toll it can take on those afflicted, the consequences for others can manifest in a variety of ways, including:

Spousal abuse

A literature review of 14 different studies found that roughly **36.5%** of problem gamblers abuse their partners, and those partners are **11 times more likely** to end up in the emergency room.^[16] Spouses of problem gamblers are also three times more likely to attempt suicide.

Multiple studies have explored the connection between upset losses by local sports teams and incidents of domestic violence. A 2026 study found reported domestic violence incidents increased by as much as 10% in states with legal sports betting.^[17]

Child abuse

A research paper out of the University of Oregon looked at calls to child protective services in the years after sports betting legalization and found a **5-7% uptick in child maltreatment** post-legalization.^[18] The increase in calls was concentrated around weekends when major sporting events, such as football games, were taking place.

Food scarcity

A newly released report from the National Bureau of Economic Research examined increased food scarcity and sports betting. In addition to an overall decrease in food security of 2% in legalized sports betting states, research indicated gamblers experienced a **10.5% drop in food security**, most commonly among 25-44 non-whites.^[19] Like child abuse, food scarcity became more problematic during football season.

Moreover, there are some groups that experience a disproportionate amount of that harm. Those groups tend to already experience an undue amount of hardship for other reasons.

^[14] National Research Council (US) Committee on the Social and Economic Impact of Pathological Gambling. *Pathological Gambling: A Critical Review*. Washington (DC): National Academies Press (US); 1999. 4. [Research on the Origins of Pathological and Problem Gambling](#).

^[15] Wardle H, Degenhardt L, Marionneau V et al. ["The Lancet Public Health Commission on gambling,"](#) The Lancet Public Health, (2024).

^[16] Hing, Nerilee et al. ["An integrative review of research on gambling and domestic and family violence: Fresh perspectives to guide future research."](#) Frontiers in psychology vol. 13 987379, (2022).

^[17] Emily Arnesen, Kyutaro Matsuzawa; ["Sports Betting Legalization Amplifies Emotional Cues and Intimate Partner Violence,"](#) The Review of Economics and Statistics, (2026)

^[18] Wilken, Eric, ["The Impact of Legalized Sports Betting on Child Maltreatment: Evidence from Child Protective Services Reports,"](#) (2025).

^[19] Xiaohui Guo, Lizhong Peng, and Chad Meyerhoefer, ["Wagering the Bread Money: Sports Betting Legalization and Food Sufficiency,"](#) NBER Working Paper No. 35305 (2026).

Racial minorities

Rutgers University research found that 37-39% of non-white gamblers in New Jersey displayed some level of a gambling problem.^[20] A recent Pew poll found that 30% of Black people and 27% of Hispanics have wagered on sports in the past year, compared to 19% of white people.^[21]

These rates are mirrored in young (and vulnerable) populations, with research reporting **24% of African-American youth gambling at a heavy rate** compared to 15% for their white counterparts. They also gambled more often, with 10% gambling every day, compared to 4% for whites.^[22]

Veterans and active military

The National Council on Problem Gambling reports that the problem gambling rates are **2-3 times higher** among this group, with as many as 50,000 active military members coping with a gambling disorder.^[23] Since 2019, the rate of active-duty service members with a gambling-related mental health diagnosis has risen by 30%.^[24]

New Jersey needs to protect young people

The data from Epic Research is not the only evidence that gambling among young people is on the rise. According to 2024 research published in The Lancet, nearly 160 million adolescents had gambled in the past 12 months.^[25]

Young people whose prefrontal cortexes are not fully developed are more inclined to seek rewards and are less capable of assessing risk compared to those whose brains have reached maturation.^[26] As a result, young people are 2-4 times more likely to experience problem gambling. Additionally, beginning to gamble at a young age is a risk factor for developing a gambling addiction later in life.

Underage gambling is increasingly commonplace

Meta-analysis out of the University of Buffalo determined that as many as **one in ten college students is a pathological gambler**.^[27] That is a problem gambling prevalence rate five times the average population. An NCAA survey found that 60% of the students polled were sports betting even though more than half of college students are under the age of 21.^[28] A 2026 survey from the National Council on Problem Gambling (NCPG) corroborates these findings, as 65% of respondents admitted to gambling before they were 21 years old.^[29]

^[20] Lia Nower, Jackie F. Stanmyre, and Vivien (Wen Li) Anthony, *"The Prevalence of Online and Land-Based Gambling in New Jersey: Second Report to the Division of Gaming Enforcement,"* New Brunswick, NJ: Rutgers University, Center for Gambling Studies, (2023).

^[21] Pew Research Center *"Young Adults, Black and Hispanic Americans Are More Likely Than Other Groups to Bet on Sports,"* (2025).

^[22] Werner KB, Cunningham-Williams RM, Ahuja M, Bucholz KK. *"Patterns of gambling and substance use initiation in African American and White adolescents and young adults,"* Psychol Addict Behav. (2020).

^[23] National Council on Problem Gambling, *"Fact Sheet: Gambling & Addiction Among Servicemembers and Veterans,"* (2022).

^[24] U.S. Government Accountability Office, *"Military Personnel: More Guidance Could Help Address Service Member Gambling Problems,"* GAO-25-107700 (Washington, DC: Government Accountability Office, (2025)

^[25] Lucy T. Tran et al., *"The Prevalence of Gambling and Problematic Gambling: A Systematic Review and Meta-Analysis,"* The Lancet Public Health 9, no. 8 (2024).

^[26] Massachusetts Department of Public Health, Office of Problem Gambling Services, *"Risks of Introducing Gambling to Youth,"* (2026).

^[27] Donald E. Nowak and Ariel M. Aloe, *"The Prevalence of Pathological Gambling Among College Students: A Meta-Analytic Synthesis, 2005–2013,"* Journal of Gambling Studies 30, no. 4 (2014)

^[28] National Collegiate Athletic Association, *"Sports Betting Activities Survey: Key Findings,"* conducted by Opinion Diagnostics (April 2023)

^[29] National Council on Problem Gambling, *"National Survey Finds Widespread Gambling Participation Before Age 21 Amid Public Concern About Youth Exposure Risk,"* (2026).

Rutgers concluded that 19% of 18-24 year olds in New Jersey are at high risk for problem gambling.
[30]

This behavior is taking hold before adolescents get to college. A report from Common Sense Media found that **one-third of teenage boys have already gambled.**^[31] Even more than that have been exposed to gambling content and advertising through social media algorithms. **Nearly 60% of the boys surveyed said they first started learning about gambling through gambling content that appeared on their social media feeds,** despite most every state with online gambling having regulations on the books prohibiting advertising to minors, including New Jersey. These boys also reported that they were not seeking out information about sports betting, it appeared on their feeds organically.

The same Common Sense Media report stated that 27% of the teenage boys who did gamble already experienced negative effects from the behavior, such as stress or conflict with their parents. The poll also reported whether their peers gambled had a strong bearing on how often they gambled, and how many forms of gambling they took part in.

Peer pressure is not the only way young people are being directed towards gambling. Sport betting's massive cultural saturation since the Murphy decision means it is virtually impossible for young people, even small children, to avoid it. Washington Post analysis of sports advertising determined there was an ad for a sportsbook airing roughly every four minutes during live sporting events.^[32]

Underage wagering happens in the legal market

Many of the social media ads for gambling do come from unregulated platforms and should bear some of the blame for the harm they help create. However, proponents will suggest that minors actually betting on gambling apps only happens in the unregulated market.

That is not the case.

A 2026 USA Today investigation determined minors are currently spending millions wagering on regulated sportsbooks. In Ohio, DraftKings alone was responsible for **almost \$2.8 million** in accepted wagers from players under the age of 21.^[33]

In 2026, BetMGM Sportsbook reported to the Massachusetts Gaming Commission that it had sent **more than 3,800 marketing emails** to users of the MLB Ballpark app that were under the age of 21.^[34] Moreover, 37,000 other emails were sent to app users whose age could not be confirmed.

[30] Lia Nower, Jackie F. Stanmyre, and Vivien (Wen Li) Anthony, *"The Prevalence of Online and Land-Based Gambling in New Jersey: Second Report to the Division of Gaming Enforcement,"* New Brunswick, NJ: Rutgers University, Center for Gambling Studies, (2023).

[31] Common Sense Media, *"Betting on Boys: Understanding Gambling Among Adolescent Boys,"* (2026).

[32] Merrill et. al, The Washington Post, "We had AI Analyze 50 Hours of Sports on TV" (May 19, 2026), <https://www.washingtonpost.com/investigations/interactive/2026/05/19/post-ai-analysis-sports-tv-detected-an-excess-gambling-ads/>

[33] Penzenstadler and Procell, USA Today, *"Super Bowl is betting bonanza. Behind the scenes apps are busting kids"* (Feb. 3, 2026), <https://www.usatoday.com/story/news/investigations/2026/02/03/draftkings-fanduel-betting-apps-busting-kids/88378160007>.

[34] Justin Byers, SBCAmericas, *"BetMGM in hot water for allegedly sending emails to underage people"* (Feb. 13, 2026), <https://sbcamericas.com/2026/02/13/betmgm-emails-underage-massachusetts/>.

Financial costs of sports betting harm

Whenever prohibitions on an existing industry are brought before a legislature, the decision often gets framed in financial terms. In the case of reducing options for sports bettors, often the focus is incorrectly on tax revenue lost.

The negative consequences of problem gambling on people, families, and communities is clear, but it is also hampering the state on a financial level.

A 2023 report from National Economic Research Associates (NERA) determined the social costs gambling creates for New Jersey amounts to **\$350 million annually**.^[35] A report from the Manhattan Institute issued in June 2026 also highlighted that the promise of substantial tax revenue from online sports betting expansion is a hollow one after examining a comprehensive range of studies on the issue.^[36] The report aggregated information about average costs to treat those coping with a gambling problem and determined a single case costs a state, on average, \$10,000. For New Jersey, that means the state has **expended \$570 million** on the issue.

Revenues from sports betting also draw from other parts of state coffers. In a paper published last year, researchers determined that New Jersey experiences more cannibalization to lottery revenues from online sports betting than any other state save for Pennsylvania, another state with both online casino and online sports betting.^[37] The paper noted that these states were also at the forefront of launching online sports betting, which amplified losses.

Financial harm extends beyond the state budget and impacts residents as well. USC and UCLA research found **bankruptcy rates surged 27%** in states that legalized sports betting. Credit scores also declined by 12 points and delinquency rates on auto and personal loans increased by 8%.^[38] The Federal Reserve Bank of New York released research this year that reached similar conclusions, noting that the 10% rise in delinquency rates amongst bettors was substantial enough to raise statewide rates across the board.^[39]

A US News and World Report survey found **25% of bettors couldn't pay their bills** because they used the money to wager. Nearly one-third of those polled said their debt was related to gambling, while **15% said they have taken out a personal loan to continue gambling**.^[40]

Finally, it is vital to consider where the tax revenue dollars from sports betting comes from. Rutgers research found that the tax revenue New Jersey receives from gambling comes from a concentrated group of people. **Just 5% of the New Jersey sports bettors placed 53% of the bets and wagered 70% of the money.** These numbers align with research from Connecticut that indicated 51% of sports betting revenue came from a small concentration of bettors, almost all either at-risk for or experiencing gambling harm.^[41]

^[35] NERA Economic Consulting, *Economic Assessment of iGambling in New Jersey* (2023).

^[36] Charles Fain Lehman, "A Bad Bet: Why Sports-Gambling Tax Revenue Disappoints" (June 18, 2026).

^[37] Larsen et. al, "Gambling Spillovers: Evidence from Online Sports Gambling and State Lotteries" (2025).

^[38] Hollenbeck et. al, "The Financial Consequences of Legalized Sports Gambling" (2025).

^[39] Jacob Goss and Daniel Mangrum, Federal Reserve Bank of New York, "Sports Betting Across Borders: Spatiel Spillovers, Credit Distress, and Fiscal Externalities" (2026).

^[40] Greg Garrison, US News & World Report, "2025 Sports Betting Survey: 1 in 4 Sports Bettors Have Missed Bill Payments Due to Wagers" (July 23, 2025).

^[41] Gemini Research, "Impacts of Legalized Gambling in Connecticut" (2024).

Microbetting isn't the massive revenue source some claim it is

After acquiring a company specifically focused on microbetting technology called Simplebet in 2024, DraftKings has established itself as a leader in the space.^[42] The company reportedly paid \$200 million for the acquisition. Right now, the financial impact of microbetting is not substantial for the company.

During the company's 2025 Q2 earnings call, DraftKings CEO Jason Robins said microbetting amounted to **"single-digit percentage of handle"** for the company.^[43] Citizens Bank research estimated in-game betting amounted to **6-7% of total sports betting revenue**.^[44]

It is a small source of revenue now, but Robins and DraftKings have publicly said the company can push these products so much that they could eventually be responsible for 70-80% of handle.^[45]

Part of these projections come from how this form of betting is catching on more with younger bettors compared to established gamblers. The other source of those revenues are the ways DraftKings and other sportsbooks can develop new products around microbetting that simulate the online casino experience with a sports betting product.

"We have created this totally different emotional experience that gets you watching things that otherwise you would have had no emotional interest in," DraftKings Chief Product Officer Corey Gottlieb said when describing what he thinks makes microbetting appealing.^[46]

The company is already developing new ways to manufacture interest via betting products. Simplebet employees have publicly discussed personalizing microbet offers and tailoring push notifications to keep bettors engaged based on past behavior. In June 2026 DraftKings announced the launch of Moonshot, a new microbetting product that adds a slot-like multiplier to microbets.^[47]

Microbetting is debatably a higher margin form of betting, with hold in the vicinity of 10%, but concepts like Moonshot will drive that rate higher. Moreover, a single inning of baseball can produce potentially 30 in-game betting opportunities, meaning the volume of these bets could be a serious financial drain on consumers.

^[42] DraftKings, "DraftKings Reaches Agreement to Acquire Simplebet to Further Enhance Live Betting Offering" (Aug. 28, 2024).

^[43] Chris Katje, Benzinger, "DraftKings Q2 FY2025 Earnings Call Transcript" (Aug. 7, 2025).

^[44] Geoff Zochodne, Covers, "How Big is 'Micro' Sports Betting" (Aug. 11, 2025).

^[45] Grant Mitchell, Covers, "Live Betting Powers DraftKings' Hot Start to 2025" (May 9, 2025).

^[46] Jenny Vrentas, The New York Times, "Sports Betting Apps Have a Powerful New Tool to Keep Users Gambling" (Sept. 30, 2025).

^[47] DraftKings, "DraftKings Expands MLB Live Betting Offering with 'Moonshot'" (June 8, 2026).

S2160 and AB3258

There is currently an active piece of legislation to prohibit online microbetting statewide. S2160 and its Assembly counterpart, AB3258, would take action against this issue, prohibiting microbets, which the bill defines as:

“A proposition bet which is wagered live, while a sport or athletic event is ongoing, and concerns the outcome of the next play or action occurring in the sport or athletic event”

Violations of the new law would result in a financial penalty of no less than \$500 and no more than \$1,000 per microbet transaction.

In March of this year, the Senate State Government, Wagering, Tourism & Historic Preservation Committee favorably reported S2160 to the Senate Budget and Appropriations committee, where it currently sits.

On June 1, the Assembly Tourism, Gaming, and the Arts Committee also favorably reported AB3258 to the Assembly Appropriations Committee, but amended the bill to prohibit microbets online, leaving retail, in-person microbets as an option. In-person microbets create significantly more friction than online bets, which slows the dopamine loop that makes online microbetting products particularly harmful: the instantaneous odds available in an app are not available in a retail setting, and the physical presence required introduces meaningful pause between impulse and wager.

Conclusion

Evidence continues to suggest that microbetting is a more addictive and dangerous product than traditional sports wagers, creating an urgent mental health threat that demands immediate action.

The numbers are stark: despite 78% of microbettors meeting the criteria for problem gambling, sports betting operators are aggressively marketing this product to younger bettors through coordinated brand campaigns designed to normalize gambling among young people.

The financial argument doesn't hold up. Sportsbooks claim banning microbetting would devastate New Jersey's budget, but the product currently represents only a fraction of overall sports betting revenue in the state. The cost of inaction, measured in addiction rates, mental health crises, and destroyed futures, far exceeds any revenue loss.

New Jersey led the charge to legalize sports betting. The state now faces a critical choice: double down on profit or lead the nation in protecting its young people. Ban online microbetting.

About the Campaign for Fairer Gambling

The Campaign for Fairer Gambling is a non-partisan advocacy organization dedicated to reforming the gambling sector through evidence-based policy, strong consumer protections, and public health-first solutions to mitigate gambling-related harms.